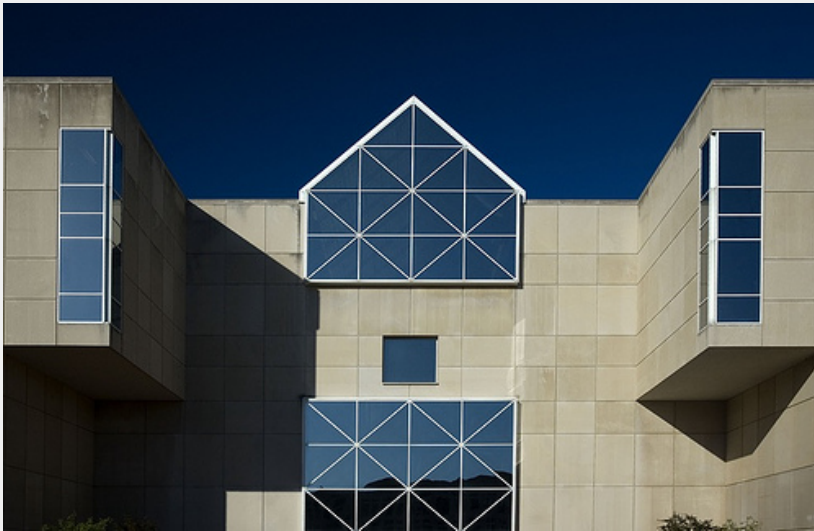


Give Them What They Want: Articles on Demand as a Subscription Alternative

Tina Baich
ER&L Conference
April 2016

IUPUI and University Library

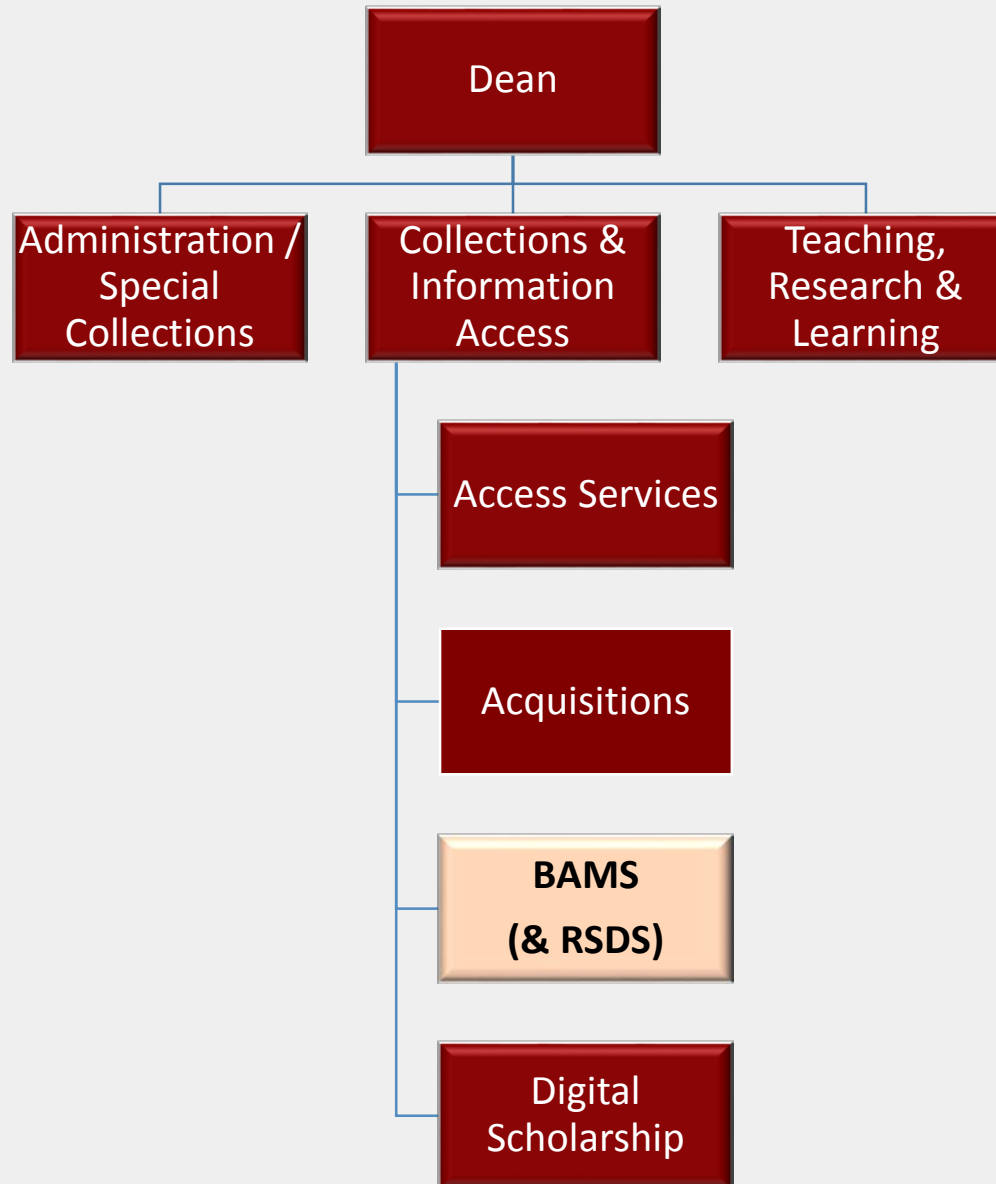


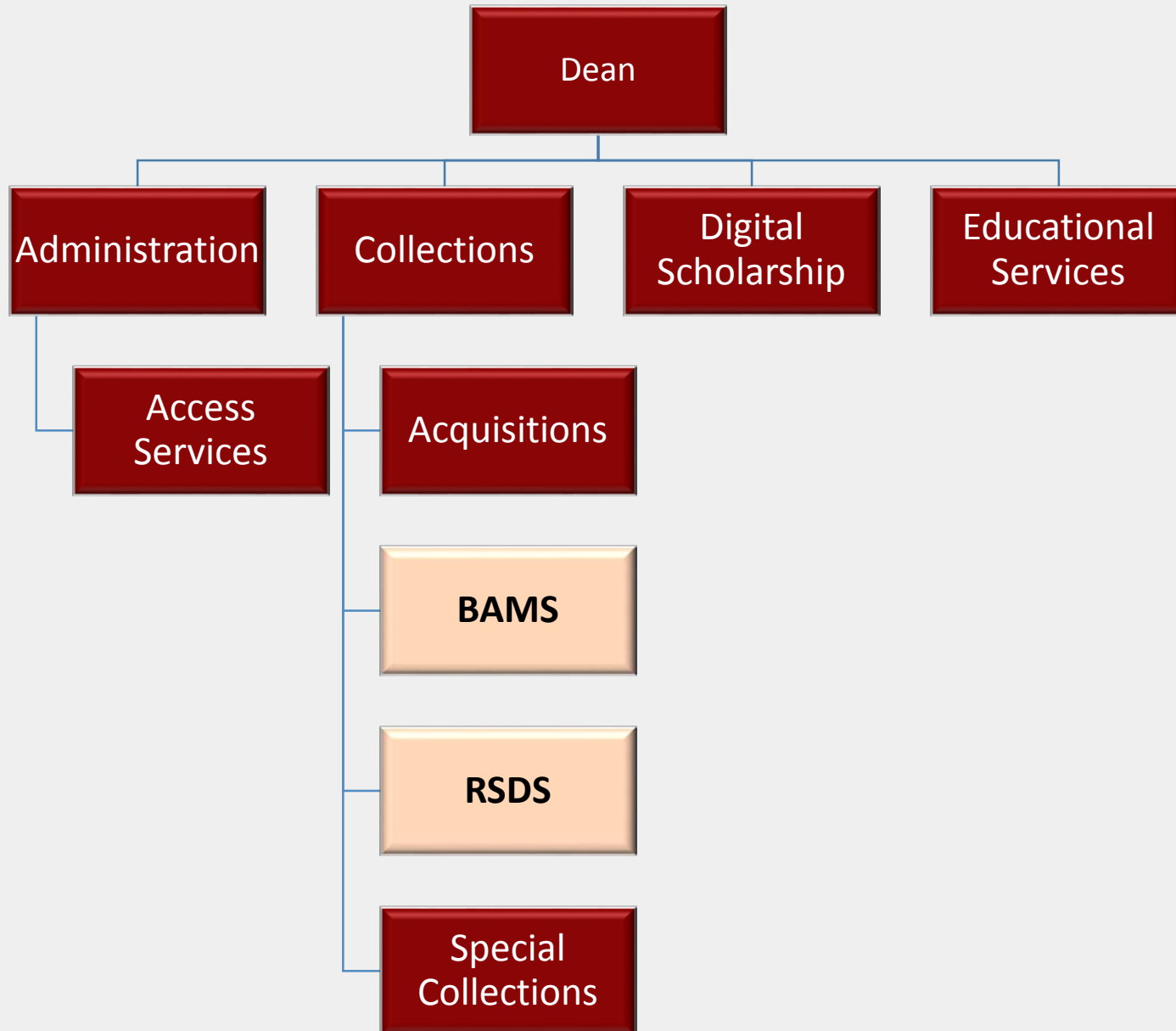
Urban university with


- 19 schools
- 30,000+ students

University Library serves

- 16 schools
- 25,000+ of students







Create collections and document delivery options that increase the resources available and do so in more cost effective ways.

Collections strategic directions

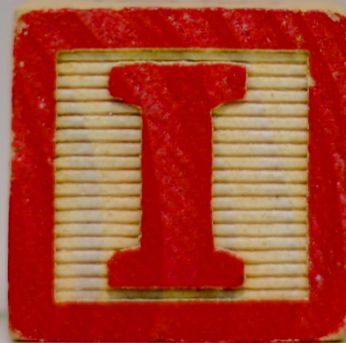
Develop research level special collections with a focus on philanthropy and artist books.

Resource sharing roots

ILL Purchase on Demand

Started 2005

Purchased 1,811





A strategic objective

Increase use of article purchase on demand
when more economical than subscriptions

A broken blue piggy bank lies on a surface covered with US dollar bills. The piggy bank is shattered into several large pieces, with one piece in the foreground showing a small white heart. The background is a dense layer of various US currency notes, including one-dollar and five-dollar bills, some of which are partially obscured by the piggy bank fragments.

Why a pay per article service?

Need to cut science subscriptions

Want to maintain access to content

How did we evaluate economy of subscriptions?

Subscription cost per use

Subscription cost ÷ number of uses

Article purchase cost

Number of uses x \$30

Subscription cost v. Article purchase cost

How many titles did faculty
agree to cancel?



17

9 of 17

11 of 16

35 of 45



72 titles
\$179,753.55

The answer was
Articles on Demand.

Unmediated

Quick

Pilot

Get It Now

Why Get It Now?

Single interface and authentication for multiple publishers

Established relationship through use of mediated Get It Now

Developing the pilot

Developing the pilot

- Authentication required intervention
- Partners in the Operations Team and Serials Solutions

Search criteria:

Article:	Responses of methane production and fermentation pathways to the increased dissolved hydrogen concentration generated by eight substrates in in vitro ruminal cultures		
Author:	Wang, M.		
Journal:	Animal feed science and technology		
ISSN:	0377-8401	Date:	08/2014
Volume:	194	Page:	1 - 11
DOI:	10.1016/j.anifeedsci.2014.04.012		

Content is available via the following links

Coverage Range	Links to content	Resource
2007 - present	 Article	Science Faculty Articles on Demand

More full-text options

Check holdings in IUCAT—IU's library catalog (searches ALL IU Libraries)

by ISSN

by title

Use Interlibrary Loan Services to request from another library:

IUPUI University Library Interlibrary Services

IU School of Medicine Libraries Document Delivery

University Library of Columbus Interlibrary Services

Ruth Lilly Law Library

IU School of Dentistry Library Interlibrary Loan Services

Need Help? Ask a librarian. Select your location:

University Library

IU School of Medicine Libraries

University Library of Columbus

Ruth Lilly Law Library

IU School of Dentistry Library

Search full-text journal titles at all IUPUI Libraries:

Title begins with

IUPUI University Library

Get It Now Service

Welcome to the [IUPUI University Library](#) Get It Now service (beta)!

- **Currently available to School of Science Faculty only.**
- Order articles not available in library collections without library staff mediation.
- University Library pays the cost (\$19-\$50) of the article purchase.
- Receive PDF of the ordered article via email within 1-2 hours for most requests (maximum delivery time is 8 hours).

Click Continue to login.

(School of Science faculty will be directed to the Get It Now service following login. Other users will be directed to University Library's Interlibrary Loan (ILL) service to submit an ILL request.
Requests are generally filled within 1 to 2 business days.)

Continue

Cancel



Title: The mechanics of incremental sheet forming
Author: Jackson, Kathryn
Publication: Journal of Materials Processing Technology
Publisher: Elsevier
Date: N/A

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This article will be emailed to you within 8 hours (normal delivery time is under 2 hours) once you enter a valid email address, review, and accept the terms below.

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(Enter email address for delivery of article)

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- Remove copyright or trademark notices
- Otherwise change the article
- Store it in on an electronic server accessible to any other person (other than storage by institution library staff for up to 30 days to ensure delivery to the end user)

☐ I agree to these [terms and conditions](#)

ACCEPT

CANCEL

Communicating the pilot

“Get It Now” pilot service to launch August 18, 2014

IUPUI University Library is piloting a service called “Get It Now” in order to provide School of Science faculty with timely access to journal titles from Elsevier, Springer, Wiley and a number of other publishers.

This service allows you to order and receive copies of journal articles not available in the library’s print or electronic collections without library staff intervention. University Library will absorb the cost of the copies, which ranges from approximately \$19 to \$50.

In the pilot phase, Get It Now will be available to School of Science Faculty only.

If you have feedback regarding this service, please contact Tina Baich at cbaich@iupui.edu.

How It Works:

- 1. Locate an article through a library database or ScienceDirect for which full-text is not available. Click on the “Find It” button.**



Journal of Materials Processing Technology

Volume 209, Issue 3, 1 February 2009, Pages 1158–1174



Get It Now Pilot Feedback

[Home](#) » Get It Now Pilot Feedback

Please share your feedback on University Library's Get It Now pilot service. You may also use this form to request assistance.

Have you tried to order an article using the Get It Now service?: *

☐ Yes

☐ No

If so, were you successful?:

☐ Yes

☐ No

If you were successful, how long did delivery take?:

If you were unsuccessful, please describe your experience.:

Please include as much information as possible including the article citation, where you were (i.e. home, office), what device and browser you were using, when you made your attempt, and any error message you might have received.

Additional Feedback:

Would you like someone to contact you?: *

☐ Yes

☐ No

IUPUI E-Mail Address:

Your Department: *

- Select -

Screenshots:

No file selected.

If you need assistance and are able to capture screenshots, please upload them here.

Usage during the pilot

Stats during the pilot

99 successful purchases

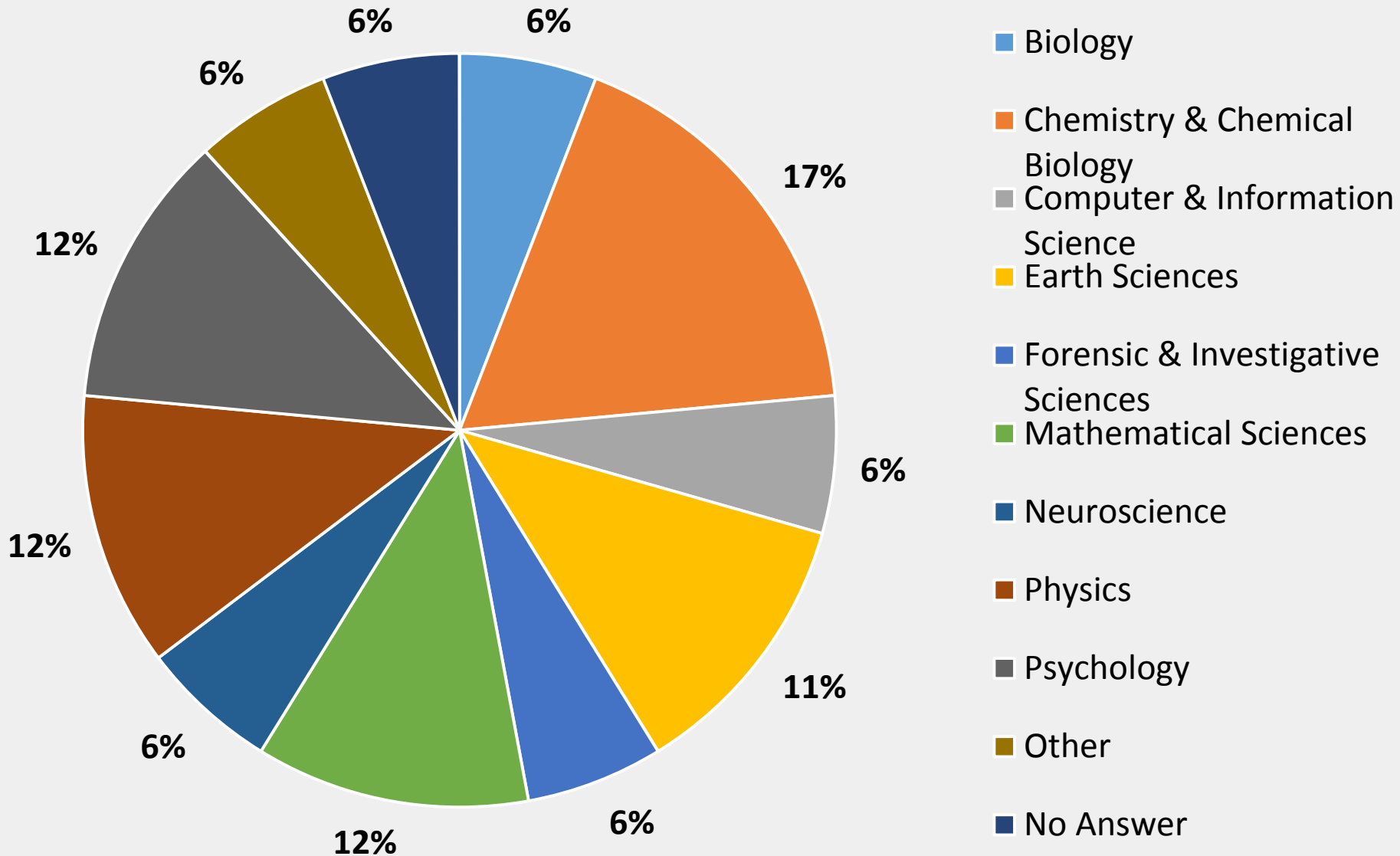
54 unique users

\$29.38 average cost per article

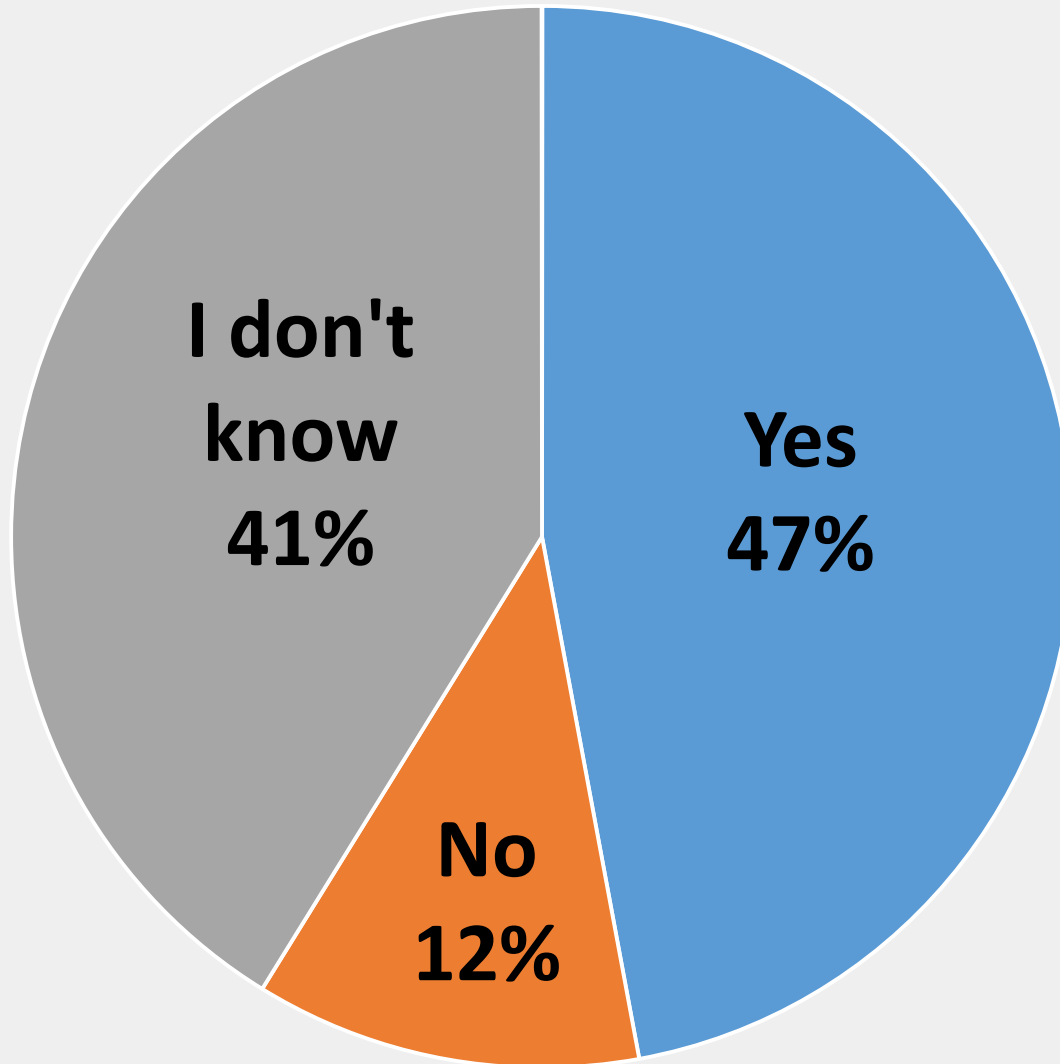
2:17 average delivery time

What did the pilot faculty think?

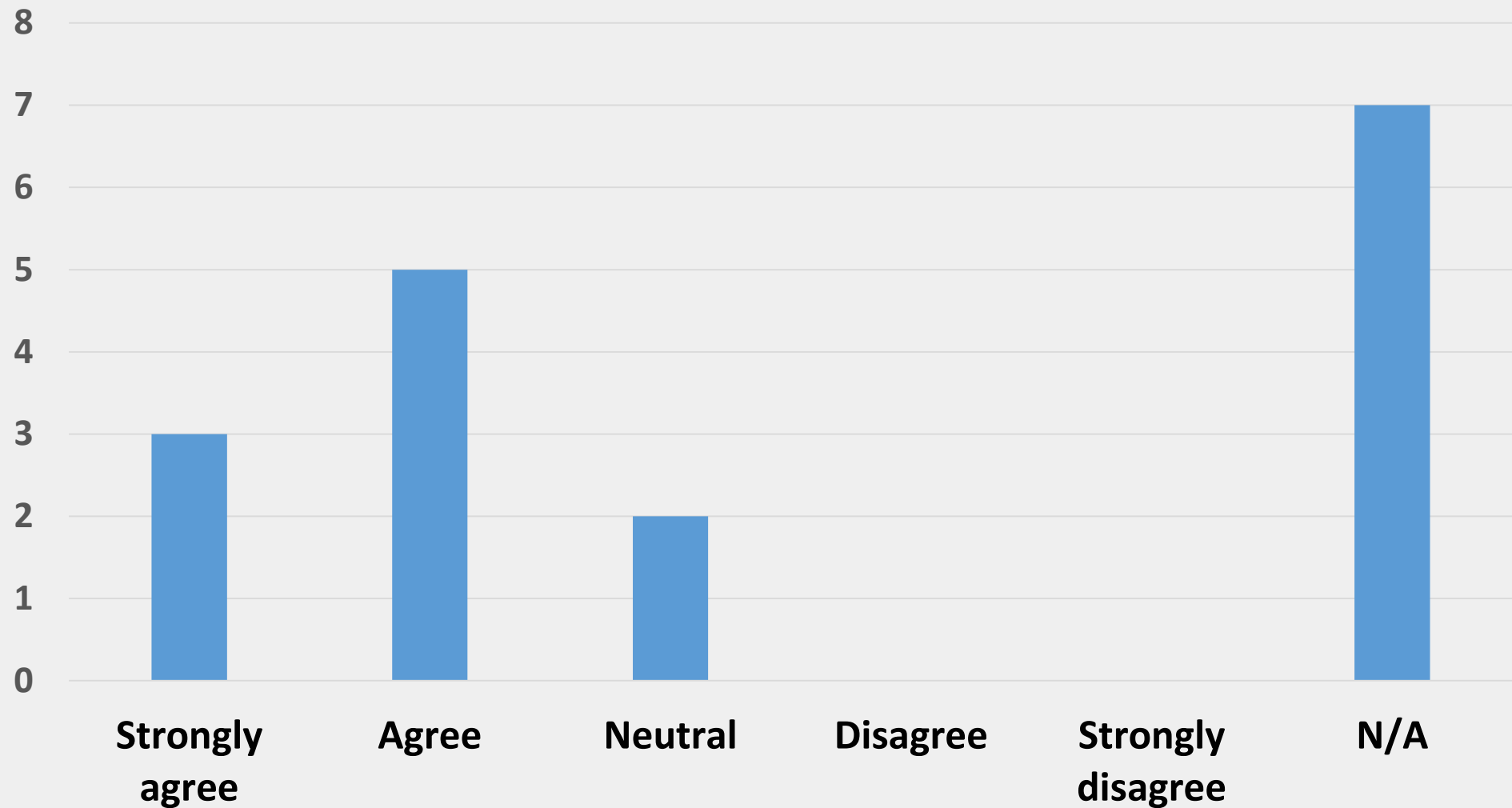
Respondents by Department



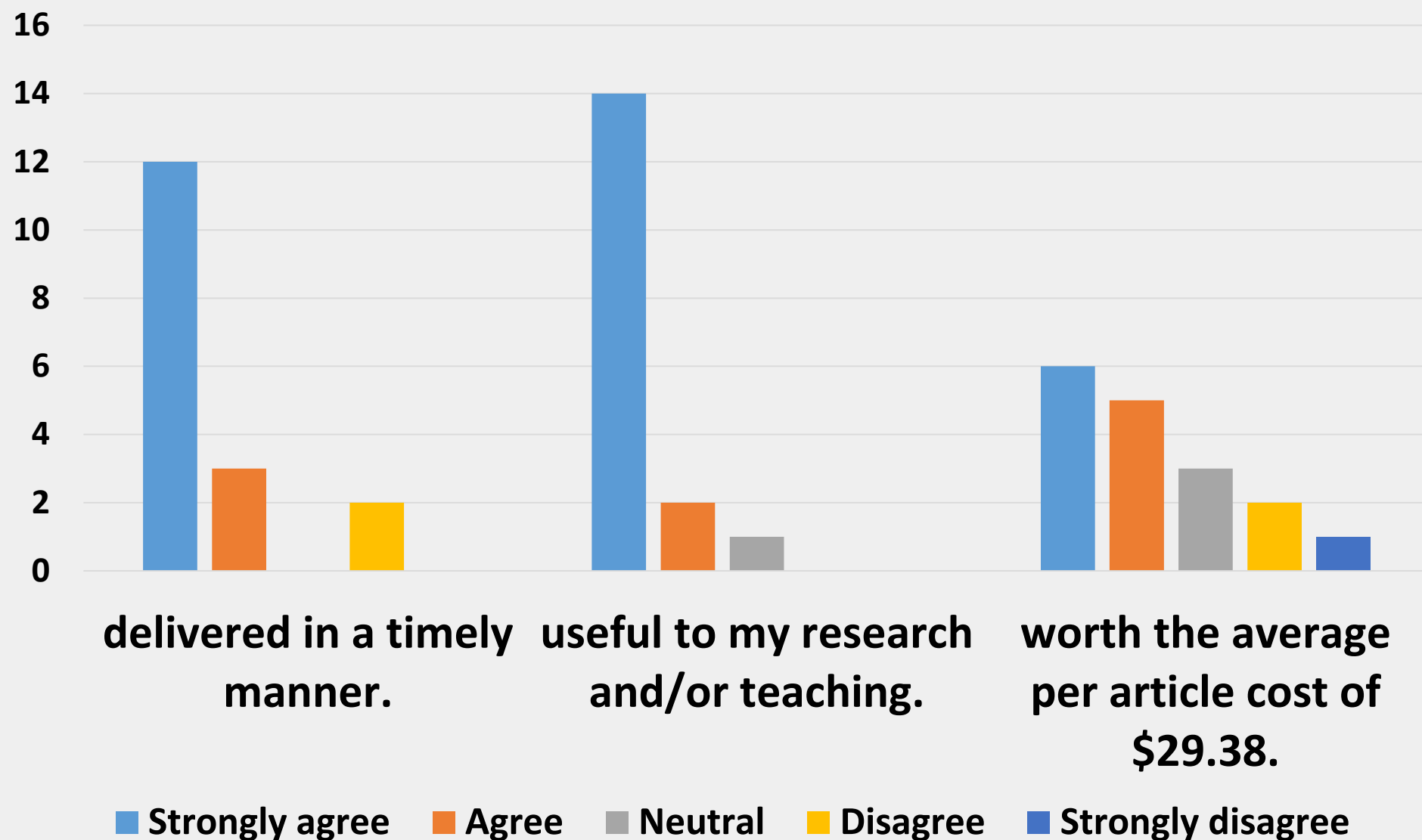
Did you receive the documentation?



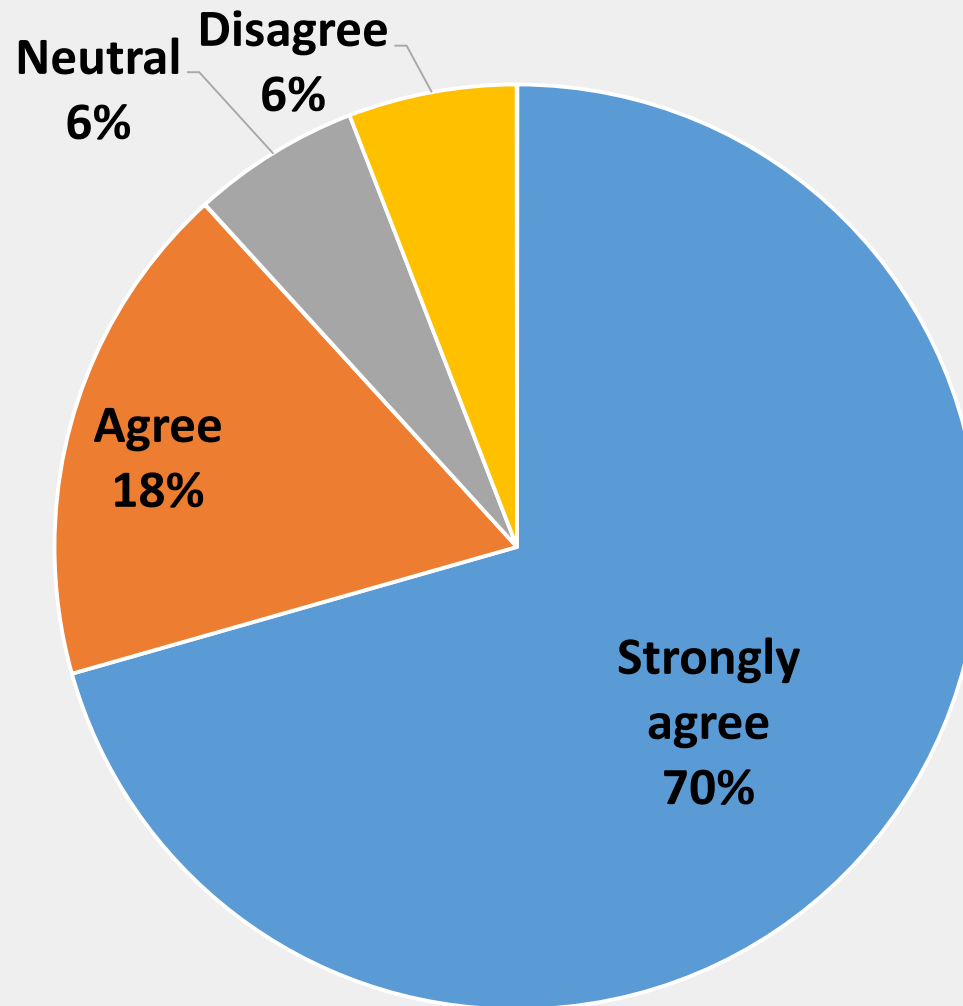
Documentation was clear



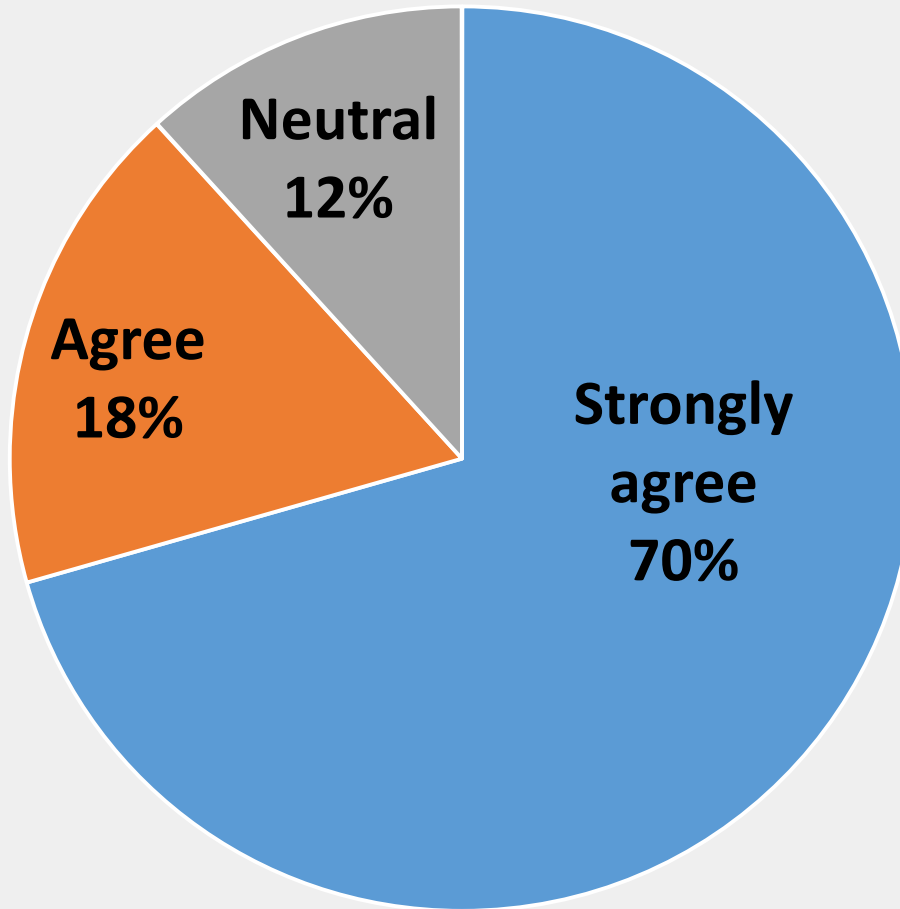
The article I purchased was...



If this service had not been available, I would have requested the article through ILL.



I will use the Articles on Demand service in the future.



The cost per article seems to be high.

...While it seems expensive to pay \$30 per article, this fee may be very small compared to the cost of an annual subscription or the cost of ILL.

It is a good service, but a little pricey. Not much different than buying directly from the publishers.

This service is great!
Please continue it and expand it!




Excellent service

It was a great resource for me.

Expanding Articles on Demand

Improving authentication



 INDIANA UNIVERSITY

Central Authentication Service

Username:

Passphrase:


Login

Interrupts have moved to CAS. [Click to learn more.](#)

Trouble signing in? [We can help.](#)

To access protected services, you will need to establish your IU authentication.

For security reasons, you will need to close your web browser when you finish using services that require authentication.

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Redesigned service webpage

IUPUI University Library Articles on Demand Service

The Articles on Demand service is only available to Faculty in schools served by University Library.

Continue to Articles on Demand

Articles on Demand
(Faculty Only)

- Average cost to library of \$33.32.
- Average delivery time is approx. 2 hours (guaranteed within 8 hours)

Continue to Interlibrary Loan

Interlibrary Loan
(Faculty, Staff & Students)

- Average cost to library of \$2.75.
- Average delivery time for most articles is 10 hours from submission (Monday-Friday).

[FAQ](#)

[Articles on Demand Instructions \(PDF\)](#)

[Submit Feedback](#)

FAQ Webpage



INDIANA UNIVERSITY–PURDUE UNIVERSITY INDIANAPOLIS

University Library

IUCAT

Articles

Site

Search our catalog



Resources ▾

Guides ▾

Services ▾

Technologies ▾

About Us ▾

Need Help? ▾

IUPUI University Library Articles on Demand FAQ

What is Articles on Demand?

Articles on Demand is a service for faculty served by University Library and the Herron Art Library (all faculty except those in the Schools of Dentistry, Law, and Medicine). The service allows faculty to order and receive copies of journal articles not available in the library print or electronic collections without staff intervention. University Library will absorb the cost of the copies, which ranges from approximately \$19 to \$64.

How does Articles on Demand work?

For documentation on how the service works, please consult <https://ill.ulib.iupui.edu/ILLiad/IUP/AoDDocumentation.pdf>.

What journal titles are available through Articles on Demand?

Selecting additional titles

Previous cancellations

33 titles

Frequently requested through ILL

21 titles

Strategic tool

Business
Economics
Science



Overall performance

Total AoD stats

179 successful purchases

83 unique users

\$28.83 average cost per article

1:55 average delivery time

Did we save money?

\$179,753.55

2015 subscription costs

\$2,650 → 1.4%

2015 AoD expenses

\$5,178 → 2.9%

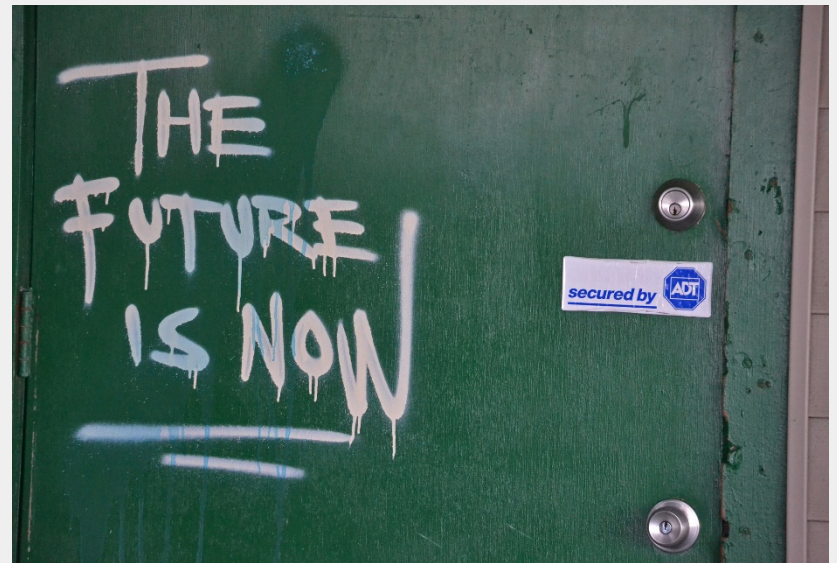
Total AoD expenses

Future of Articles on Demand

Continue to add titles

Second faculty survey

Graduate students?



The path to success

Planning for success

- Find the right collaborators
- Recruit advocates
- Create project and workflow plans
- Keep constituents informed

Keys to success

- Develop good relationships with collaborators
- Be prepared for technical setbacks
- Be present for faculty negotiations
- Be patient



Collaboration



@gavinkeech



Tina Baich
cbaich@iupui.edu



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